



collective2  
Join the investment revolution

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## Editorial Points of Discussion

**Coping With Chaotic Markets** -- With the stock market these days resembling a Las Vegas roulette table, many investors are confused or frightened. They see only too clearly the high level of risk but also understand that turbulent markets offer lots of profit potential. With its host of hypothetical trades, Collective2 provides investors the means to test and track their investment vehicles without spending a dime. These "virtual trades" can quickly turn novices into savvy investors who understand the intricacies of trading in options, foreign exchange, or futures.

**Leveling the Investment Playing Field** -- The global financial meltdown showed only too clearly what happens when the power of sophisticated investing remains in the hands of an elite few. Under Wall Street's old oligarchy, money managers, particularly those at hedge funds, acted as a combination of witch doctors conjuring up magic spells and high priests who guarded the secrets of the temple at all costs. But with Collective2's powerful Internet technology someone with only \$10,000 of risk capital can trade equally with managers of \$100 million portfolios.

**Running Lean in a Recession** -- As a serial entrepreneur who previously ran two venture-funded Silicon Valley startups, Matthew Klein knows only too well how much employee overhead can impact the bottom line. One startup, TechPlanet, an IT outsourcing company serving small business, totaled 400 employees in nearly two dozen U.S. cities. At Collective2, Klein decided not to hire any employees but instead created a community of contractors who keep the Internet's largest collection of investment trading systems running smoothly.

**A Better Option Than Day Trading** -- In today's tight economy marked by massive layoffs, many individuals find themselves tempted to become self-employed day traders. Collective2 offers a better choice. That's because would be day traders often spend several thousand dollars to attend courses or seminars that purport to offer winning systems. However, at Collective2.com, traders will find thousands of systems ranked by popularity, performance and reality to the market. The website's members can select a process as complex as an algorithmic black box or as straight forward as an old-fashioned stock-picking newsletter. All without the need to spend money on day trading classes and investment picks that go awry.

**An Automated Process** -- By definition, many would-be traders need to spend hours tied to their computers so they don't miss a transaction. At least they think they do. Collective2.com, however, has literally automated the investment process with its Gen3 AutoTrading technology. Now traders can pick one of nearly 8,000 systems on Collective2's website and have the entire process running in the background. This "plug and play" technology is arguably the simplest way to become a high-level investor.

**A Full Portfolio of Trading Systems** -- Simply put, a trading system is a collection of formulas and rules that generate buy and sell recommendations based on price, volume or other data. Other websites offer trading systems but those companies limit themselves to one or two types of investment vehicles. Not only does Collective2.com contain the Internet's largest selection of trading systems, it also is offers investors a full range of choices: stocks, options, futures and foreign exchange.